So that's how they drive!

Tracking driver behaviour and attitudes in Scotland

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Road Safety Scotland Seminar, October 2011
Aim of the research

To monitor driver behaviour and attitudes in Scotland on key issues relating to road safety on a continuous basis
Survey approach

* Use our national omnibus, Scottish Opinion Survey, to obtain a representative sample of 1,000 adults aged 16+ across Scotland

* Identify current full licence holders/drivers to complete the survey

* Mainly self-completion on behaviour and attitudes.

* 3 waves to date – September 2010; February 2011; September 2011

* Around 600 per wave, giving a total aggregated sample of 1792 active drivers
Driver behaviour

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Risk driving behaviours in the last 12 months

- Driven at 35mph in a 30mph speed limit area: 48%
- Drinking from a cup, can or bottle while driving: 39%
- Carried on driving when too tired: 19%
- Not used a seatbelt when travelling in the back of a car or taxi when one was available: 18%
- Used a mobile phone with a hands-free kit while driving: 16%
- Driven at 90mph on the motorway: 14%
- Used a hand-held mobile phone while driving: 11%
- Used a mobile phone to text whilst driving: 9%
- Driven too fast for the conditions on a country road: 9%
- Not used a seatbelt while travelling in the front of a car: 7%
- Driven when you are unsure if you are over the legal alcohol limit or not: 3%
- Driven when over the legal alcohol limit: 1%
- Driven after smoking cannabis: 1%
- Driven after taking class A drugs: 1%

Base: All who hold a full driving licence for a car and drive nowadays (Unweighted: 1792)
Q6: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?
Summary of types of behaviour

Base: All who hold a full driving licence for a car and drive nowadays (Unweighted: 1792)
Q6: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?

- Any: 72%
- Any illegal: 58%
- Any speeding: 52%
- Any mobile phone related (incl. free hands): 27%
- Any seatbelt related: 22%
- Any alcohol related: 4%
- Any drug related: 1%

Base: All who hold a full driving licence for a car and drive nowadays (Unweighted: 1792)
Q6: Which of the following have you done at all in the last 12 months, even if only on one occasion or for a short distance?
Level of risk taking

No. of risk behaviours in past 12 months

- None: 28%
- 1: 24%
- 2: 17%
- 3-4: 19%
- 5+: 11%
Average risk behaviours by demographics

<table>
<thead>
<tr>
<th>Gender:</th>
<th>All</th>
<th>1.95</th>
<th>Male</th>
<th>2.2</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Female</td>
<td>1.63</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Age:</td>
<td>17-24</td>
<td>2.73</td>
<td>25-34</td>
<td>2.71</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>2.4</td>
<td>45-54</td>
<td>2.09</td>
</tr>
<tr>
<td></td>
<td>55-64</td>
<td>1.35</td>
<td>65+</td>
<td>0.68</td>
</tr>
<tr>
<td>SEG:</td>
<td>AB</td>
<td>1.93</td>
<td>C1</td>
<td>2.08</td>
</tr>
<tr>
<td></td>
<td>C2</td>
<td>2.06</td>
<td>DE</td>
<td>1.59</td>
</tr>
</tbody>
</table>

Average number of risk behaviours highest amongst these groups.
Levels of risk behaviour by age

- **Any risks**
- **Any illegal**

Age categories:
- 17-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Levels of risk by age:
- **Any risks**:
  - 17-24: 80%
  - 25-34: 85%
  - 35-44: 81%
  - 45-54: 79%
  - 55-64: 62%
  - 65+: 43%

- **Any illegal**:
  - 17-24: 68%
  - 25-34: 70%
  - 35-44: 64%
  - 45-54: 63%
  - 55-64: 51%
  - 65+: 34%
Types of risk behaviour by age

- Any speeding
- Any mobile phone related
- Any seatbelt related
- Any alcohol related

Age groups:
- 17-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

% of population

- 60
- 62
- 57
- 58
- 45
- 32
- 37
- 41
- 38
- 30
- 13
- 6
- 34
- 30
- 26
- 22
- 16
- 7
- 5
- 4
- 4
- 5
- 1
The serial risk takers (5+) – 11% of all drivers

<table>
<thead>
<tr>
<th>Gender:</th>
<th>(%)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>72</td>
<td>129</td>
</tr>
<tr>
<td>Female</td>
<td>28</td>
<td>63</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age:</th>
<th>(%)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>17-24</td>
<td>14</td>
<td>175</td>
</tr>
<tr>
<td>25-34</td>
<td>25</td>
<td>166</td>
</tr>
<tr>
<td>35-44</td>
<td>33</td>
<td>157</td>
</tr>
<tr>
<td>45-54</td>
<td>21</td>
<td>95</td>
</tr>
<tr>
<td>55-64</td>
<td>6</td>
<td>33</td>
</tr>
<tr>
<td>65+</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Annual driving:</th>
<th>(%)</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 miles or less</td>
<td>44</td>
<td>63</td>
</tr>
<tr>
<td>10,000+</td>
<td>56</td>
<td>193</td>
</tr>
</tbody>
</table>
Attitudes towards risk and getting caught

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Agreement with statements about… risk behaviour

There’s not much risk of getting caught by the police for things like not wearing a seatbelt, using a mobile phone when driving or driving slightly over the alcohol limit

<table>
<thead>
<tr>
<th>Agree strongly (+2)</th>
<th>Agree slightly (+1)</th>
<th>Neither (0)</th>
<th>Disagree slightly (-1)</th>
<th>Disagree strongly (-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>18</td>
<td>11</td>
<td>22</td>
<td>40</td>
</tr>
</tbody>
</table>

Mean score (+2 to -2) -0.66

There is more chance of getting stopped by the police for traffic offences when driving compared to a year ago

<table>
<thead>
<tr>
<th>Agree strongly (+2)</th>
<th>Agree slightly (+1)</th>
<th>Neither (0)</th>
<th>Disagree slightly (-1)</th>
<th>Disagree strongly (-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>22</td>
<td>41</td>
<td>12</td>
<td>7</td>
</tr>
</tbody>
</table>

Mean score (+2 to -2) 0.33

Scotland is getting tougher in tackling drink driving

<table>
<thead>
<tr>
<th>Agree strongly (+2)</th>
<th>Agree slightly (+1)</th>
<th>Neither (0)</th>
<th>Disagree slightly (-1)</th>
<th>Disagree strongly (-2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>23</td>
<td>31</td>
<td>28</td>
<td>11</td>
<td>7</td>
</tr>
</tbody>
</table>

Mean score (+2 to -2) 0.53

Q4: How much do you agree or disagree that…

% Agree strongly (+2) Agree slightly (+1) Neither (0) Disagree slightly (-1) Disagree strongly (-2)
Agreement with statements … by level of current risk activity

The level of perceived risk of getting caught is broadly consistent irrespective of the number of risk behaviours adopted

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>1</th>
<th>2</th>
<th>3-4</th>
<th>5+</th>
</tr>
</thead>
<tbody>
<tr>
<td>There’s not much risk of getting caught by the police for things like not wearing a seatbelt, using a mobile phone when driving or driving slightly over the alcohol limit</td>
<td>-0.58</td>
<td>-0.67</td>
<td>-0.62</td>
<td>-0.62</td>
<td>-0.72</td>
</tr>
<tr>
<td>There is more chance of getting stopped by the police for traffic offences when driving compared to a year ago</td>
<td>0.35</td>
<td>0.35</td>
<td>0.28</td>
<td>0.31</td>
<td>0.31</td>
</tr>
<tr>
<td>Scotland is getting tougher in tackling drink driving</td>
<td>0.52</td>
<td>0.55</td>
<td>0.43</td>
<td>0.59</td>
<td>0.59</td>
</tr>
</tbody>
</table>
Penalties

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Q8: Which of these have you ever had?

- Any: 47%
- Points on your licence: 37%
- Fine for speeding: 30%
- Driving ban: 5%
- A conviction for any type of driving offence: 5%
- Fine for not wearing a seatbelt: 4%
- Fine for no MOT/insurance: 3%
- Fine for using a mobile phone while driving: 2%
Whether been penalised… by level of current risk activity

Those adopting 5 or more risk behaviours in the last 12 months were also more likely to have been penalised in the past:

<table>
<thead>
<tr>
<th></th>
<th>Risk behaviours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Any %</td>
</tr>
<tr>
<td>Any penalised</td>
<td>55</td>
</tr>
<tr>
<td>Not penalised</td>
<td>45</td>
</tr>
</tbody>
</table>
Emerging trends

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Behaviour

Initial trends suggest some increase in risk behaviour adoption among those already doing so

<table>
<thead>
<tr>
<th></th>
<th>Sep ’10</th>
<th>Feb ’11</th>
<th>Sep ‘10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any risk behaviour</td>
<td>72%</td>
<td>72%</td>
<td>72%</td>
</tr>
<tr>
<td>Any illegal</td>
<td>56%</td>
<td>59%</td>
<td>59%</td>
</tr>
<tr>
<td>3-4 behaviours</td>
<td>17%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>5+ behaviours</td>
<td>10%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>Average (excl. None)</td>
<td>2.52</td>
<td>2.80</td>
<td>2.82</td>
</tr>
</tbody>
</table>
## Types of behaviour

<table>
<thead>
<tr>
<th></th>
<th>Sep '10 (%)</th>
<th>Feb '11 (%)</th>
<th>Sep '10 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any speeding</td>
<td>52</td>
<td>52</td>
<td>53</td>
</tr>
<tr>
<td>90mph on motorway</td>
<td>12</td>
<td>14</td>
<td>15</td>
</tr>
<tr>
<td>35mph in 30mph zone</td>
<td>45</td>
<td>49</td>
<td>49</td>
</tr>
<tr>
<td>Any mobile use</td>
<td>25</td>
<td>30</td>
<td>27</td>
</tr>
<tr>
<td>Any seatbelt</td>
<td>19</td>
<td>23</td>
<td>22</td>
</tr>
</tbody>
</table>
Attitudes

Reflected in some softening of attitudes around enforcement

<table>
<thead>
<tr>
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<th>Sep ’10</th>
<th>Feb ’11</th>
<th>Sep ’10</th>
</tr>
</thead>
<tbody>
<tr>
<td>There’s not much risk of getting caught by the police for things like not wearing a seatbelt, using a mobile when driving or driving slightly over the alcohol limit. % Agreeing</td>
<td>26%</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>Scotland is getting tougher in tackling drink driving. % Agreeing</td>
<td>58%</td>
<td>54%</td>
<td>51%</td>
</tr>
<tr>
<td>Scotland is getting tougher in tackling drug driving. % Agreeing</td>
<td>45%</td>
<td>44%</td>
<td>40%</td>
</tr>
<tr>
<td>There should be a maximum speed limit of 50mph on all country roads because of the greater risks when driving on these % Agreeing</td>
<td>61%</td>
<td>57%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Summing up

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Summing up

* There is a fairly high level of active ‘at risk’ driving behaviour overall in the 12 months prior to interview (72%), with a majority (58%) admitting to illegal actions on at least 1 occasion in this period – most commonly speeding in a 30 mph zone.

* Equally, most drivers are relatively compliant with safer driving procedures. Of those adopting any ‘at risk’ behaviours, over half had restricted this to 1 or 2 types.

* Risk-taking is strongly related to gender and age. Men and those aged under 45 are much more likely to adopt ‘at risk’ driving behaviours than women and older drivers.
Summing up

1 Such behaviour is at its most extreme in 11% of drivers who might be classified as high risk-takers or serial offenders, adopting 5 or more ‘at risk’ driving behaviours. These have a general disregard for driving safety in how they drive and are again predominantly male, under 45 and more active drivers.

1 Significantly, this is not due to any lesser perception of risk of getting caught, at least on a conscious level, since impressions in this respect are similarly held across all levels of risk behaviours.

1 In addition, highest risk takers are also the most likely to have ever been penalised, which suggests that these penalties have not affected current behaviours to a significant extent.
Summing up

As such, there exists a nucleus of drivers who are generally non-compliant in behaviour and attitudes across most aspects of their driving. This may be due to a combination of factors:

- Lack of perceived risk in their behaviour in potential consequences either to self or others, perhaps through self-confidence in their driving ability;

- Acceptance of this risk, for the same reason;

- Failure to recognise these behaviours as unacceptable, socially or otherwise;

- Absence of any strong deterrent in the current level of penalties if caught, and hence acceptance of the risk of getting caught.
Summing up

* At issue is an underlying attitude to driving generally, rather than specific behaviours on an individual basis.

* Of concern is the indication from trend data that higher level risk-takers are increasing in number, as current risk-takers become more relaxed in their attitudes and behaviour with regard to safer driving.